2001 Learning Pages Inside

Hands On®

The Newsletter of the American Massage Therapy Association

Volume XVII, Number 2 March/April 2001

Media Relations Increases Awareness Of Massage

AMTA's media relations program continues to develop public awareness of the benefits of massage and the quality of AMTA massage therapists. From August, 2000, through January, 2001, AMTA reached out to thousands of news organizations to promote stories about massage.

During those six months, news media throughout the United States received information about *AMTA's Find A Massage Therapist*SM national locator service, National Massage Therapy Awareness Week, AMTA's annual consumer survey results, and AMTA's National Convention. The association also sent information about possible stories on the benefits of massage and its impact on people to consumer news media, as well as health-care, medical and professional association publications.

As a result of these efforts and AMTA's ongoing media and public relations programs over several years, massage continues to be an important story in newspapers and magazines, and on television, radio and the Internet. In the last year, twice as many journalists and writers contacted AMTA for information about massage as did just one year ago.

In December, AMTA worked with a CNN.com writer, whose article about the growth of public interest in massage and the importance of consumers seeking qualified massage therapists was posted on the CNN Web site [www.cnn.com/2000/HEALTH/alternative/12/28/massage.therapy/index.html]. Within an hour of appearing online, AMTA received an E-mail response to the article from a consumer who was pleased to see the article and utilize *AMTA's Find A Massage Therapist*.

> "The best way to find a massage therapist is ... by contacting the AMTA toll-free at 888-843-2682."
>
> *"Massage craze: Hands-on therapy attracting more patients," CNN.com, December 28, 2000*

The CNN article also generated other publicity for massage and AMTA. After seeing the article online, KABC-FM radio in Los Angeles called AMTA and interviewed AMTA President Steve Olson via telephone as a follow-up to the CNN article.

This, as well as more than 100 interviews given by AMTA spokespersons, continues to advance the profession among consumers, health-care professionals, and organizations, as well as health insurance companies.

MERT In Full Swing

The AMTA Massage Emergency Response Team℠ (MERT) made its official appearance at the Phoenix Convention last September, with an informational session on the MERT program. And now, chapters are starting to plan for the training of interested members.

The Iowa Chapter completed the first MERT leadership and responder training in early January, and is prepared to launch the program. Walter Miller, a MERT regional representative, traveled to Cedar Rapids, Iowa, to train several interested Iowa Chapter volunteers. Other chapters have scheduled leadership and responder training within the next several months. To find out how you can become involved in this exciting program, please contact your chapter office or the MERT administrator at: 847-864-0123, ext. 156.

In This Issue...

Volunteer Use Of Title Policy 2
President's Letter 3
Fingerprints 4
Web Site News 5
Why I Serve 6
Membership Value 6
AMTA Foundation 7
Education Events 8

Insurance Options For Members

AMTA's Insurance Health Mart offers three optional health insurance plans for members:

1. **Major Medical (Traditional)**—*members free to select own physician and health-care facility;*
2. **Preferred Provider Option (PPO)**—*list provided of physicians and facilities; and*
3. **Medical Savings Account (MSA)**—*tax-free compounding of routine medical fees.*

To contact an insurance representative through Seabury & Smith, write to:

1440 Renaissance Drive
Park Ridge, IL 60068-1400
(1-800-503-9230)
Or visit Seabury's Web site at:
www.seaburychicago.com

Please note that the AMTA Insurance Health Mart is not available to persons in Arkansas, Hawaii, Kentucky, Maine, Massachusetts, New Hampshire, New Jersey, New York, Vermont or Washington.

Policy For Volunteer Use Of Title

AMTA adopted a policy on the use of volunteer titles in June, 1999. The policy, created by the Ethics and Standards Committee, states that volunteers may use their AMTA position or title in a biographical form, but are prohibited from using their title for endorsements, or on behalf of their own business or practice. This includes advertisements, Web sites, business cards, stationery and brochures. Further:

- When the information is provided in a biographical format, it needs to follow the content of the written material.
- The biographical information should not be placed prominently near the title of the product, service, workshop, article, book or video.
- It may not be any more than 50 percent of the type size of the title.
- It is important for volunteers to be honest and accurate.
- Time spent on a committee should be specific. For instance, if the volunteer position is held less than two years, both the month and year, from beginning to end of service, should be listed. If the volunteer position was held for more than 24 months, listing the years served is sufficient. If the volunteer post is currently held, the word "current" is fine.

This policy was written specifically to help volunteers know how to appropriately represent their service with AMTA. Contact Diana Kincaid, Ethics and Standards Committee chair, at: *dianak@seanet.com*, with any questions.

Editor
Michael Schwanz

Managing Editor
Michelle L. Wolf

Production Artist
Kerri Pienschke

Contributors
Jeanne Girard
Diana Kincaid
Steven C. Olson

Upcoming Deadlines

May 1, 2001
(July/Aug. Issue)
July 2, 2001
(Sept./Oct. Issue)

Hands On®
The Newsletter of the American Massage Therapy Association

Volume XVII, Number 2 March/April 2001

Hands On (ISSN 1073-9343), Vol. XVII, No. 2. *Hands On* is a bimonthly periodical of the American Massage Therapy Association® (AMTA®), 820 Davis St., Suite 100, Evanston, IL 60201-4444, 847-864-0123, Fax 847-864-1178. Annual AMTA membership dues include $12 for a one-year subscription. Mail at Periodicals Postage Paid at Evanston, IL, and at additional mailing offices. Postmaster: Send address changes to *Hands On*, c/o AMTA, 820 Davis St., Suite 100, Evanston, IL 60201-4444.

Hands On welcomes contributions from all AMTA members. All submissions must include a legible signature and phone number, and may be edited for space and clarification. *Hands On* does not accept advertisements. Address all correspondence to:

Editor, *Hands On*, 820 Davis St., Suite 100, Evanston, IL 60201-4444
Phone: 847-864-0123, ext. 144 • Facsimile: 847-864-1178
mschwanz@amtamassage.org

The American Massage Therapy Association reserves the right to edit material where appropriate; accept or reject materials; reject copyrighted material unless consent of the copyright holder is obtained in writing; and assumes no responsibility for errors, omissions, corrections, or modifications in publications.

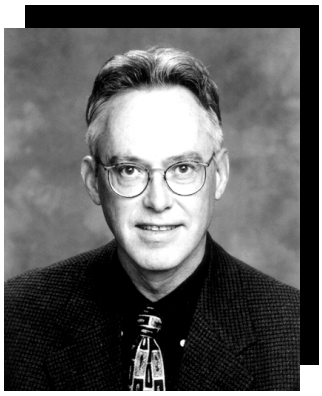
Information contained in *Hands On* does not necessarily reflect the opinions or beliefs of AMTA and/or staff of *Hands On*. AMTA, founded in 1943, is the oldest and largest nonprofit, national, professional organization serving massage therapists in the United States, Canada and more than 30 other countries.

Membership in AMTA is open to all qualified individuals regardless of race, creed, national origin, gender, age, marital status, religion, sexual orientation or physical handicap.

© 2001 American Massage Therapy Association

Printed on recycled paper

President's Letter



Then And Now: Two Themes

Our founding organization first met in August, 1943, as the American Association of Masseurs and Masseuses (AAMM). The AAMM was formed "to further the interests of its members and be a means to help each other become more efficient in their work" (*History in the Making: A History of the American Massage and Therapy Association*, by Ruth E. Williams). This was a worthy mission statement upon which to birth an association. Our mission has broadened and evolved some over time, but AMTA's major focus continues to be serving the membership.

While we have constantly strived to fulfill our mission over our 58-year history, AMTA's continued challenge has been to keep defining what our members will need in the future, and to be able to address those needs. There are two key areas of focus that have held our attention over the years: access to our services by the consumer and our right of independent practice.

In the past, access to our services has been thwarted by the confusion between the ethical and legitimate practice of massage therapy and activities associated with adult entertainment. AMTA has worked diligently and successfully to counter these elements. Our success in defining massage as being therapeutic is clearly indicated in our growing acceptance by the consumer and other health-care professionals. However, we all know that more work is needed. For example, it is not unusual to find city ordinances that prohibit massage therapists from using transparent drapes. Making a felony check on a person seeking a local license still seems reasonable to elected municipal leaders. While the outcome in this area is not assured, we seem to be on solid footing.

In recent years, another issue in the realm of access has risen; the consumer is demanding that access to massage therapy be included in their insurance coverage. From our current position, it is not clear how this will affect the profession. How will we fit into the world of preferred providers, networks, affinity programs and health maintenance organizations? I can assure you that AMTA will continue to monitor this area and find ways to assist you. However, one thing is clear—consumers are demanding this coverage, and insurance companies are beginning to respond.

AMTA has always emphasized the importance and value of independent practice for our members. In the 1950s, the language used by AMTA reflected respecting all ethical practitioners, but being subservient to none. We have worked to maintain the consumer's ability to seek our care without having to be referred through the medical system. By courting the world of medicine and insurance reimbursement, is there a potential of losing our long-held tenet of independent practice? Currently, I know of no jurisdiction placing limits on clients walking into our offices on their own volition; there is no gatekeeper. However, if a client were to seek massage therapy as a coverage benefit of their insurance plan, there undoubtedly will be a gatekeeper of some type. There are many unanswered questions for us to explore.

The one thing we can count on is that there will always be emerging issues for AMTA to address. It is also clear that each direction we choose has ramifications. By continuing our discussions of these concerns at the chapter and national levels, we will find our path, and AMTA will be with us all the way.

Just an aside: April 22-28, 2001, is National Volunteer Week. Consider calling or sending a card to your AMTA elected and appointed officers, expressing your appreciation for their volunteer service.

Steven C. Olson
President, AMTA

Fingerprints

Member Invited To Work 2000 Sydney Olympic Games

Marc Freedman (MA) was one of seven massage therapists from the United States (200 from the world) invited to join the international medical team to provide massage therapy to athletes at the 2000 Olympics in Sydney, Australia. He volunteered for four weeks, and was assigned to work on injured athletes in the main medical center, known as the polyclinic, and at the aquatic center.

Freedman was the only American assigned to work with doctors and physical therapists in the polyclinic.

Describing his experience as both exhilarating and humbling, Freedman says, "Getting to put my hands on injured Olympic athletes from the four corners of the globe participating in diverse sports ... was an amazing learning experience."

The Sydney Games was the first Olympics where massage was provided at all of the events and training centers, as well as in the Athletes' Village and medical center.

Chapter Recognized For Large Donation

The Washington Chapter sponsored an event, called "Touch of Relief," in which more than 60 licensed massage practitioners donated their hands and time. The event raised more than $4,000 for Doctors Without Borders, an international medical relief agency, and the chapter was acknowledged in the U.S. Annual Report.

Florida Chiropractic Association Honors Member

Last August, **Michael McGillicuddy (FL)**, sports massage therapist and instructor, was honored with the "Massage Therapist of the Year" award from the Florida Chiropractic Association. He received the award for his contributions in building a professional relationship between the chiropractic and massage therapy professions.

McGillicuddy receives his award from Florida Chiropractic Association CEO Debbie Brown.

Activities Galore Through NMTAW

Members and chapters demonstrated overwhelming support for National Massage Therapy Awareness Week (NMTAW) 2000. A record-breaking 37 chapters reported activities in conjunction with the week, up from a previous high of 30.

Nearly 100 individual members also notified the National Office of their plans to celebrate the week.

Coupled with the terrific response from membership, AMTA's first corporate support for NMTAW, through Home Depot's *Building Better Health* program, also was a success. Eight chapters reported collaboration with Home Depot stores, including one chapter that had onsite events at six stores. Based on the chapters' work, the program coordinators are considering similar support for NMTAW 2001.

Below are a few examples of chapter and individual activities submitted to *Hands On*.

Idaho

Julie Adair and **Terry Potts** performed massages on members of a Young Mom's group.

New Hampshire

Joanne Duncan donated 10 free half-hour massage sessions to the Visiting Nurse and Hospice Care Services of Northern Carroll County. **Rosanne Beaurivage** gave a seminar on the benefits of massage at Centennial Senior Center. **Darlene Nadeau**, **Jay McNay**, **Ann Barker** and **Robin Campion** offered massage sessions at Pheasant Lane Mall's Charity Night, which raised money for a local charity.

New York

Michaele Premet-Rosen discussed and demonstrated massage during an introduction to holistic health class at Kingsborough Community College in Brooklyn. She demonstrated scalp, hand and foot massage.

(Continued on page 5)

Fingerprints

(Continued from page 4)

Wisconsin

In Janesville, six therapists from the Wisconsin chapter gave massages at the Rock County Women's Show in the Janesville Mall, and five therapists gave massages at a Business and Marketing Expo. Attendees gave a $5 donation for a 10-minute neck and back massage, which helped raise $475 for the YWCA "Alternatives to Violence" shelter.

(l-r) Wisconsin members Mary Hathaway, Sharon Zingshiem, Sandy Bingham and Melinda Rollette give massages at the Janesville Mall.

Share Your News!

Send us your articles and pictures, if available, to: AMTA, ATTN: Hands On-Fingerprints, 820 Davis St., Suite 100, Evanston, IL 60201-4444. Or send them via E-mail to Michelle Wolf at: *mwolf@amtamassage.org*.

New COS Officers

A record 113 participants attended the January AMTA Council of Schools' Leadership Conference and Annual Meeting in Huatulco, Mexico.

Claude Gagnon (WI), COS immediate past president, received a heartfelt standing ovation as he accepted the 2001 Meritorious Service Award. New officers were elected as **Doug Fairweather (BC)** and **Dwight Zieman (VA)** ended their terms. **Peggy Smith (KS)** was voted first vice president, which left a one-year vacancy as secretary, to be filled by **Winona Bontrager (PA)**. **Barry Antoniow (CT)** was elected third vice president. **Liz Ciabocchi (NY)** continues as president, and **Ron Garvock (BC)** as second vice president.

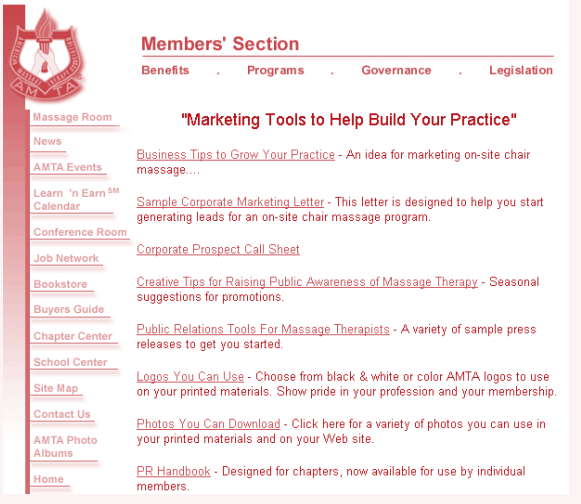
Web Site News

Web-Based Marketing Tools Now Available

To help members generate new business, a special section has been established on the AMTA Web site, entitled "Marketing Tools To Help Build Your Practice." It is designed so that new, useful features can be added on a regular basis. To access it, go to: www.amtamassage.org/members/marketing.htm. You can also reach it by going to the members section and clicking on the "Benefits" link. Here are some of the marketing tools included:

- AMTA's PR Handbook—100 pages of helpful tips and samples of press releases that can be customized for a member's business;
- AMTA logos and photos that can be downloaded;
- Marketing ideas for special promotions;
- A corporate prospect call sheet form;
- *AMTA's Find A Massage Therapist*SM locator enrollment form;
- A member-developed PowerPoint presentation on "Planning a Web Site."

More features will be available in the future. As "Business Tips" are presented in *e-touch*SM, the online massage newsletter, they will also be linked to this section, and forms or sample letters that can be customized for a massage practice or business will be found here as well.



Access the benefits of AMTA membership at: www.amtamassage.org

Why I Serve: Jeanne Girard (CO)

As a young girl, I always knew I wanted to help people when I grew up. As an adult, besides doing social work, teaching and massage therapy, I often did community volunteering to tithe.

By nature, I am a curious person who enjoys discovering and thinking while remaining heart-connected. My original national volunteering (delegate and sports massage examiner) only occurred at conventions, and I wanted to learn more and offer input about AMTA's ongoing work. By using my critical thinking, creativity, communication and writing abilities on the Education, Strategic Planning, and Standards of Care committees, and the AMTA Board of Directors, I gratefully add to the rewarding progress that AMTA and all of us make toward higher levels of professionalism, standard-bearing and quality programs.

"Why I serve" also includes mentorship (giving and receiving), communication experience, challenges to traditional thinking, leadership training and self-evaluation, stimulating problem-solving, and collaboration with other people using their skills for valuable purposes.

My more memorable volunteer experiences have included recruiting a fine regional conference presenter to be a National Convention educator, having more experienced committee member-colleagues approve an informational-motivational piece I wrote for an in-house publication (and then seeing it in print), and reviewing the AMTA Massage Therapy Career Guide[SM] series.

Jeanne Girard

I look forward to continuing my personal growth and new opportunities provided through evolving and ongoing AMTA committee work. It is a heartfelt and joyful honor to humbly serve you, the members, the association and the profession. I encourage you to volunteer, contribute your gifts and reap the rewards.

Grasp The True Value Of Your Membership

As a member of AMTA, you benefit from the power of your professional organization representing tens of thousands of massage therapists.

With the massage therapy profession growing and evolving at a phenomenal rate, the association offers you the support, resources and education you need to achieve a successful career.

Being an AMTA member means you'll continue to benefit from the work we do to:

- Build awareness about massage and support research about its effectiveness;
- Advocate for favorable legislative policy and regulation;
- Develop and promote standards in the practice of massage and massage education;
- Provide high-quality, low-cost continuing education programs across the country;
- Offer members-only access to the AMTA Web site, www.amtamassage.org, where you can utilize the AMTA Conference Rooms to network with other members, tap into the Job Network to post your resume or find a job opening, check our Learn 'n Earn[SM] calendar to find upcoming programs, learn about your chapter's activities and more.

Upgrading your membership to Professional Active status enables you to take advantage of expanded benefits, such as:

- *AMTA's Find A Massage Therapist*[SM] national locator service, launched to help you expand your client reach and provide the public with a national massage therapist locator service;
- Being a part of AMTA's Massage Emergency Response Team[SM]—a vital and highly visible outreach program;
- Professional member discounts on legal advice, office supplies, car rentals and more.

To renew your membership or upgrade to Professional Active status, contact Member Services at: 847-864-0123.

AMTA. We're with you all the way.

A Call For Volunteers From The AMTA Foundation

The AMTA Foundation has several committees, all with exciting opportunities for massage therapists who want to serve.

Database Committee
Volunteers are needed for the Database Committee, which is working on launching a comprehensive database for massage therapy research that contains nearly 8,000 citations. This important new tool is the only one of its kind worldwide. If you have experience in database management, and/or research design and methodology, please consider sharing your expertise with the Foundation. Also, assistance is needed in translating database articles from other languages into English.

Development Committee
The Foundation is always seeking expertise to assist in approaching major corporations, foundations and individual philanthropists. Your talent in fundraising would be a welcomed asset.

Communications Committee
If you would like to help the Foundation continue to develop its marketing tools and increase communication to members, practitioners and the general public, the Communications Committee needs talented writers and creative thinkers.

Board of Trustees
The Foundation is always seeking massage therapists who are interested in representing their field by serving on our Board of Trustees.

Friends of the Foundation (FOF)
The FOF program was established to create a link in communication between the AMTA Foundation and the larger public, particularly between the Foundation and AMTA members. Our hope is to have at least one "Friend" in each state. For more information, please contact Debbie Scanlon, development coordinator, at: 847-869-5019, ext. 135, or at: *dscanlon@amtamassage.org*.

If you are interested, or know someone who may be interested, in any of the above committees or volunteer opportunities, please contact Gini Ohlson, director of development and AMTA Foundation manager, at: 847-869-5019, ext. 120, or at: *gohlson@amtamassage.org*.

Correction To "Your Support Is Needed" Article In January/February 2001 Issue

The AMTA Foundation is currently asking your support of its efforts with a contribution to our 2000 Annual Giving Campaign, not 2001.

New Campaign Heralds:

We're With You All The Way

Based on member input from several member surveys conducted in 2000, AMTA has learned that our members value the association's ability to advance the profession, and provide career-building resources and professional growth opportunities. AMTA endeavors to continue to bring these benefits to you while keeping an eye on your evolving needs. That's why we say: "AMTA. We're with you all the way." Whether you are just starting your massage training or are established in your practice ... AMTA is dedicated to providing valuable benefits at every stage of your career. Look for your updated member materials in the mail so you can grasp the true value of your AMTA membership.

We're with you all the way.

Same Brochures, New Design

The *Power of Touch* brochures, AMTA's most popular series of consumer brochures, have been given a fresh, new look. Based on member input, the brochures have brighter colors and black-and-white photos for a more contemporary appearance. The new design will retain the content and simplicity of the previous brochures.

The newly designed *Power of Touch* brochures will be available as current inventories are depleted.

Calendar

Regional & National Events

2001

March 10
AMTA Speaker's Tour
Oak Brook, Illinois
Contact: 847-864-0123, ext. 143

March 29–April 1
New England Regional Conference
Boxborough, Massachusetts
Contact: 401-233-8108

April 21
AMTA Speaker's Tour
Grand Junction, Colorado
Contact: 847-864-0123, ext. 143

April 30–May 2
AMTA Mind, Body, Spirit Retreat
Puerto Vallarta, Mexico
Contact: 847-864-0123, ext. 143

May 25–26
AMTA Board of Directors Meeting
Anchorage, Alaska

June 2
AMTA Speaker's Tour
Omaha, Nebraska
Contact: 847-864-0123, ext. 143

June 15–16
AMTA National Learning Center
Carlisle, Pennsylvania
Contact: 847-864-0123, ext. 143

August 10–12
AMTA Council of Schools Teachers Conference
Vancouver, Canada
Contact: 847-864-0123, ext. 150

August 10–12
AMTA National Learning Center
St. Louis, Missouri
Contact: 847-864-0123, ext. 143

October 14–16
AMTA Board of Directors Meeting
Quebec, Canada

October 17–21
AMTA Annual Convention
Quebec, Canada
Contact: 847-864-0123, ext. 143

October 21–27
National Massage Therapy Awareness Week
Contact: 847-864-0123, ext. 149

Education Events

Learning Pages—Your Source For Education, Convention Information

Be sure to check out this year's edition of the *AMTA Learning Pages 2001* enclosed in this issue of *Hands On*. In it, you will find exciting educational offerings, including the Mind, Body, Spirit Retreat in Puerto Vallarta, Mexico, the AMTA National Learning Center in St. Louis, and the 2001 National Convention in Quebec City, Canada. Remember that, besides snippets in *Hands On*, *Learning Pages* is your only written notification of the National Convention and other educational events for the year. Complete and return the response form on the back page of the *Learning Pages* to obtain registration information. Or go to the Learn 'n Earn℠ calendar on the AMTA Web site at: www.amtamassage.org/LearnnEarn/home.htm.

AMTA Hands On
820 Davis St., Suite 100
Evanston, IL 60201-4444

Printed on recycled paper